



PARM CYBER SOLUTIONS | SOCIAL MEDIA & WEB RISK MONITORING

Proactively discover and mitigate reputational, physical, and cyber social media & web security threats

**SOCIAL MEDIA & WEB THREATS**

With the world population increasingly active on social media and the web, many organizations struggle to keep up with the vast amounts of web data needed to identify and mitigate risks to their company. From dissatisfied customers venting their frustration to disgruntled employees trying to start smear campaigns, every tweet, web mention or facebook post is potentially a few clicks away from going viral and becoming a public relations nightmare.

In addition, risks can unknowingly come from within the organization as a consequence of the information and content shared by its employees online. Social media has proven itself to be a valuable tool for those who want to exploit the sharing of public data for nefarious purpose. Social media users are usually unaware of risk that comes with location disclosure and over sharing. The disclosure of location can lead to many cyber and physical security risks. Over sharing provides a wealth of information that allows social media to be used as a cyber weapon. Many organizations do not want their personnel to be susceptible to surveillance by criminals, competitors, governments and other third-parties.

**PROACTIVELY MANAGE YOUR RISK**

With the help of the most advanced web monitoring technologies, ProActive Risk Management (PARM)'s Social Media & Web Monitoring services effectively mine social media, deep web and the dark web to help you manage these risks. With PARM's services, you get insights that help you minimize digital risks that affect your brand, your business, and your customers:

- 24/7 monitoring of social media channels and the web;
- Proactive identification of harmful social buzz and emerging threats to your brand and employees;
- Detection of vulnerabilities, disclosures, and personally identifiable information that lead to increased social media security risk;
- Crisis monitoring and reporting.



ProActive Risk Management (PARM) is a leading global provider of enterprise risk management and security services. By taking an integrated approach to risk management and by recruiting the security industry's top talent, PARM has positioned itself as its clients' trusted vulnerability partner, providing an unmatched level of service based on its patented Five Dimensions of Risk Management.